

# U.S.-Cuba Trade and Economic Council, Inc.

New York, New York

Telephone (917) 453-6726 • E-mail: [council@cubatrade.org](mailto:council@cubatrade.org)

Internet: <http://www.cubatrade.org> • Twitter: @CubaCouncil

Facebook: [www.facebook.com/uscubatradeandeconomiccouncil](http://www.facebook.com/uscubatradeandeconomiccouncil)

LinkedIn: [www.linkedin.com/company/u-s--cuba-trade-and-economic-council-inc-](http://www.linkedin.com/company/u-s--cuba-trade-and-economic-council-inc-)

## Cuba Has Become A US\$2.2 Billion Travel Marketplace

As of 12 February 2018, with an additional 15,488 potential passengers from nine (9) new itineraries that include the Republic of Cuba by Miami, Florida-based **Norwegian Cruise Line Holdings Ltd.**, cruise lines operating from the United States could for the cumulative period 2017/2018/2019:

**Deliver 586,000+ Passengers To Cuba**

**344+ Sailings To Cuba**

**US\$781+ Million In Gross Revenues To The Companies**

**US\$83+ Million Spent In Cuba By Passengers**

**US\$22+ Million In Port Fees To Cuba**

**US\$235+ Million To U.S. Airlines**

**US\$109+ Million Hotels/Restaurants/Ground Transportation In Florida**

Transporting, housing, and feeding these 586,000+ travelers could result in an additional US\$235+ Million to United States airlines transporting passengers to South Florida port gateways and US\$109+ million to hotels, restaurants and ground transportation services located in South Florida.

**NOTE:** Total United States airline revenues in 2017 from transporting passengers from the United States to the Republic of Cuba and return was approximately US\$400 million. In 2017, individuals subject to United States jurisdiction spent approximately US\$650 million while visiting the Republic of Cuba.

The three (3) largest cruise lines (through their multiple brands Oceana Cruises, Azamara Club Cruises, Regent Seven Seas Cruises, and Holland America Line among others) and smaller cruise lines (through their multiple brands) have approximately 344 itineraries which include the Republic of Cuba for the cumulative 2017, 2018 and 2019 sailing seasons. Additional itineraries are expected. The largest three:

**Miami, Florida-based Norwegian Cruise Line Holdings Ltd**

**Miami, Florida-based Carnival Corporation & plc**

**Miami, Florida-based Royal Caribbean Cruises Ltd**

*NOTE: In 2017, the three-largest cruise lines combined operated a fleet of approximately 146 vessels, managed approximately 14 brands, earned approximately US\$29 billion in gross revenues, and employed approximately 218,000 men and women.*

If each vessel sails to the Republic of Cuba at capacity, more than 586,000 passengers would visit the Republic of Cuba from 2017 through 2019.

The gross revenues to the cruise lines from the approximately 344+ sailings that include the Republic of Cuba could cumulatively exceed US\$781+ million for the period 2017 through 2019.

The 586,000+ passengers would be projected to spend approximately US\$83+ million while in the Republic of Cuba [averaging approximately US\$140.00 per person in expenditures and organized/non-organized excursions including cost(s) for tour(s), meals (government-operated and privately-operated), ground transportation (privately-operated classic car tours), sundries and souvenirs (including spirits, coffee, tobacco, artwork and crafts)]. Some passengers could spend considerably more (alcohol, cigars and coffee for example) given the United States duty-free personal exemption of US\$800 per person.

Vessel port charges in the Republic of Cuba may exceed US\$22+ million, ranging up to approximately US\$79,000.00 for the largest vessels (684-passenger to 2,744-passenger).